



NEWS RELEASE

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Iowa Finance Authority Partners with the Iowa Association of REALTORS® to Encourage Iowans to Vote in Social Media Contest to Redefine Homeownership July 2-15

Summer homeownership contest aims to spur awareness of homeownership benefits, resources

DES MOINES– The Iowa Finance Authority (IFA) and Iowa Association of REALTORS® (IAR) encourages Iowans to vote in The Meaning of Homeownership Contest beginning today. The social media contest highlights the partnership between lenders and REALTORS® throughout the state to raise awareness of the benefits of homeownership.

“We’re excited to be offering this summer contest in partnership with the Iowa Association of REALTORS® as a fun way to increase awareness of the Iowa Finance Authority’s homeownership programs, with more options than ever before, to assist Iowans in meeting their homeownership goals,” said Dave Jamison, Executive Director of the Iowa Finance Authority. “We encourage everyone to get out and vote often for their favorite contest entry and help us redefine what homeownership really means to Iowans.”

The innovative summer social media contest asked Iowa mortgage lenders, REALTORS® and real estate agents to ask their clients for help in redefining what homeownership truly means to them. Participants wrote a word or short phrase that best described their definition of homeownership on a memo board and they submitted their photographs for a chance to win a \$1,500 gift card.

The voting period is now open to the public at [Facebook.com/IowaFinance](https://www.facebook.com/IowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and REALTOR® or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. Voting is open to the public, and voting can occur once per day per entry.

“Partnerships amongst Iowa housing organizations and professionals – like this homeownership contest partnership will assist in highlighting the benefits of homeownership, which is truly the ultimate American dream,” said Iowa Association of Realtors® CEO Dave Bert.

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